



From a small Kerry start-up to Ireland's number one natural protein bar brand, All Real Nutrition has mastered the art of e-commerce.

Digital strategy drives Kerry start-up to international success



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From a small Kerry start-up to Ireland's number one natural protein bar brand, All Real Nutrition has mastered the art of e-commerce. Authentic ingredients, a twin-track sales strategy, and smart digital marketing have helped the venture crack the lucrative US market.

Founded in 2017 by Niall Harty and Ross McDowell, All Real Nutrition has grown from a local startup to a brand stocked in approximately 1,600 retail outlets across Ireland and America. It's their innovative approach to online sales that's truly setting them apart in the crowded protein bar market.

"All Real bars are made with real food ingredients you can actually recognise and we compete with the UPF protein brands that dominate the shelves," explains chief executive Niall Harty. "We use Irish grass-fed milk protein, fresh nut butters, and prebiotic fibres that support gut health. There are no artificial sweeteners - just genuinely good nutrition that tastes amazing."

Based in Farranfore, County Kerry, what makes All Real Nutrition interesting from a business perspective is the company's dual-channel sales approach. "We now have a 50/50 split between e-commerce and retail," says Niall. "While we've built strong national retail distribution in Ireland, our online channel is growing fast and will soon overtake retail."

Online Benefits

"Every business needs a diversity of sales channels and income streams and online allows us to build a deeper relationship with our customers. We can tell our full story, gather feedback, offer exclusive products, and tailor bundles to their goals."

"Direct-to-consumer gives us more control, faster cash cycle, and a direct relationship with our customers," Niall adds. "It's also where we test new flavours and formats first. Retail is great for visibility and convenience but e-commerce gives

us speed, insight, and direct connection."

All Real's online presence is built on Shopify, with the company handling most website development in-house, though some technical aspects are outsourced to an agency. The site has been refreshed twice since launch, with each iteration improving speed, mobile experience, and brand storytelling.

The company uses Shopify Payments alongside PayPal, Apple Pay, and Google Pay. "Over time, we've expanded payment options to reduce friction at checkout," says Niall. "Convenience and trust are key, especially for first-time customers, so we try to meet them where they are."

Conquering America

The decision to focus on the United States as the primary international market was driven by opportunity and market size. "The US has a huge health and wellness market with growing demand for real food products," Niall explains. "Our focus really kicked off after we secured our first national retail listing there, a massive opportunity for an Irish start-up.

"Off the back of that retail success, we've recently launched our US e-commerce site to build a direct relationship with American customers and expand our reach."

All Real leverages its Irish heritage to connect with American consumers. "In the US, our biggest USP is that we use Irish grass-fed milk protein, the same quality that people associate with Kerrygold. Most American consumers understand the difference that Irish dairy brings in terms of quality and nutrition."

Simple Communication

All Real's marketing approach combines data-driven digital advertising with

authentic storytelling. "Meta ads have been our most cost-effective channel for both Ireland and the US," says Niall. "They allow us to test messaging, creative, and targeting quickly."

"Founder-led storytelling and user generated content help bring our message to life, and we focus on simple, honest communication. In a crowded space, authenticity and ingredient quality stand out."

"We lean into the fact that we're a startup and we don't pretend to be something we're not. We're real, and we focus on being as authentic as possible in everything we put out there. That's what builds trust."

A key component of All Real's e-commerce strategy is its subscription service, which drives significant customer lifetime value. According to Niall: "Once people try All Real, they tend to love it. People want less hassle, and if they've found a bar that works for them, they want it delivered automatically. It's about consistency in product quality, delivery and customer service."

External Funding

Building a successful food brand requires significant capital, particularly in the early stages, and All Real Nutrition has used the Employment and Investment Incentive Scheme (EIS) to secure external funding to finance growth.

"In the early days, it's hard to have enough sales to produce the product at an efficient cost, so you're already missing margin," Niall explains. "At the same time, digital advertising can be a bottomless pit unless you've defined your inputs and outputs clearly."

"That's where investment plays a key role. It helps bridge the gap, build the right team, and keep cash flow somewhat manageable while you scale."

As All Real Nutrition continues to expand its digital footprint across two continents, the company remains true to its founding principles. "We're not trying to imitate candy bars," Niall concludes. "We're leading a real food movement."

All Real Nutrition bars are sold in shops and supermarkets and be ordered online at www.allrealnutrition.com

All Real Nutrition has expanded its operations to America, a huge market that a lot of Irish businesses try to target.

Identify the trading bloc that they are trading with when selling to America.

All Real Nutrition had been concentrating sales in Ireland, but are now selling to a new market in America.

Outline three factors All Real Nutrition will need to consider when selling their protein bars in to America.

1.
2.
3.

There is a huge opportunity for trading in the American market for Irish businesses like All Real Nutrition.

Compare the challenges and benefits that All Real Nutrition face when trading in the American market.

Challenges

1.
2.

Benefits

1.
2.